

We claim:

1. A method of producing durable ink imprinted indicia comprising:
 - a) printing an image upon a substrate with UV curable ink,
 - b) providing an UV energy source,
 - c) surrounding said UV energy source with an elongated, open end elliptical reflector whereby said UV energy is directed to a distant focal point thereby forming an elongated V shaped radiation field,
 - d) passing said substrate through said UV radiation zone between said reflector and said focal point.
2. The method as claimed in claim 1 wherein said UV energy source is an elongated UV lamp